

Attendees: Scott Dawson (Chair), Terry Bohan, Beau Correll, Kathlene Courtney, Susan Drew, Marilyn Finnemore, Cory Garman, Mark Lore, and Andrea Smith, **City Manager:** Eden Freeman, **Downtown Manager:** Jennifer Bell. **Absent:** David Cavallaro, Rick McClendon (Notes taken by Sarah Acuff Chapman)

➤ **Call to Order**

- Approval of Previous Meeting Minutes – *unanimously approved 8/0.*
- Expenditures Report – no questions.

[Kathlene Courtney arrived 5:33 p.m.]

➤ **Chair Updates – Scott Dawson**

Review of Local Challenge Arts Grant applicants. *Susan Drew moved to recommend that we direct the Downtown Manager to apply for the Local Government Challenge Grant from the VA Commission of the Arts for: Bluemont, First Night, and the Shenandoah Arts Council. Seconded. Discussion regarding whether or not this forecloses others from applying. Approved 8/1.*

➤ **City Council Updates – Eden Freeman**

- Next Tuesday Work Session Agenda
 - Annual update from Old Town on agenda. Scott Dawson and Jennifer Bell will present. Dario Savarese will be available to answer questions about events.
 - Special Events Policy Draft will be presented to Council with a proposed ordinance change to allow application fees.

➤ **Committee/ Work Plan Updates**

- Design – Cory Garman
 - Discussed changing operating hours of Splash Pad on Sunday mornings. Committee has no recommendation to make a change. *Andrea Smith introduced the following motion: Given that we have carefully considered feedback from various stakeholders, I move we recommend that the Splash Pad hours remain unchanged. Seconded. Discussion. Approved 7/2.* Downtown Manager will follow-up with the church.
- Promotions – Mark Lore
 - Reviewed branding strategy. Sub-committee headed by Marilyn Finnemore will be creating a user friendly branding guide in the coming weeks to post online.
 - Working on a marketing strategy, recruiting social media experts to assist.
- Economic Restructuring – Scott Dawson for David Cavallaro
 - Discussing open late program – Greatness Program. Reaching out to business owners for input.
- Organization – Andrea Smith
 - Andrea Smith is the new chair. A draft vision and mission statement was presented for board feedback. Also, working on strategic goals for the board.
- Ad Hoc Bylaws – Jennifer Bell for Rick McClendon.
 - Rick McClendon and the ad hoc bylaw group prepared a draft revision of the board's existing bylaws. Request comments and feedback prior to next meeting.

➤ **Downtown Manager's Updates – Jennifer Bell**

- Chocolate Escape – Allocated funds for radio advertisements for more publicity and promotion due to businesses participating reaching over 40. Volunteers needed.
 - New promotional materials.
 - 2015 event listing consistent with brand. Launch event series at press conference February 18 at the Bright Box.
 - Shopping and Dining Guide update in progress.
 - VMS representative Alex Berry will be in town on February 18 to meet with board members.
 - March 19. Evening VMS Awards ceremony in Richmond. Winchester will be celebrated as one of one of the few communities with 30 years as a Main Street community. Board members may attend.
 - Welcome Center picture hanging system is installed. Hope to exhibit a SU student's artwork next month with possible reception.
 - Granted a \$1,000 scholarship to attend the National Main Street conference focusing on entrepreneurs.
- **OTWBA – Christine Germeyer**
- Would like to know when is Easter Egg Hunt scheduled and if eggs will be donated.
 - City does not schedule the hunt. Funds were allocated for eggs. Once scheduled, will use allocated funds to purchase eggs.
 - Reminder that Restaurant Week is scheduled for March 2-7. Rally in the Alley is scheduled for April 12.
- **Public Comments:**
- Terry Bohan – Will be submitting letter of resignation from the OTDB. Has stepped back from business. Tonight is last meeting.

Motion to adjourn. Seconded. Unanimously approved.

Adjournment at 6:16 p.m. Next meeting – **Thursday, March 5, 2015 at 5:30 p.m. in the Exhibit Hall, 4th Floor of City Hall.**